TENNESSEE DEPARTMENT OF
# EDUCATION
DIVISION OF CAREER AND TECHNICAL EDUCATION

## Resource List – Marketing

| Resource | Author / Publisher | Location | Notes |
|---|---|---|---|
| **Occupational Employment Statistics** | US Dept. of Labor Bureau of Labor Statistics | http://www.bls.gov/oes | Can be used to meet Standard 2 in Advertising and Public Relations and in other Marketing or Business Cluster course standards covering occupations. |
| **Current Employment Statistics** | US Dept. of Labor Bureau of Labor Statistics | http://www.bls.gov/ces | Can be used to meet Standard 2 in Advertising and Public Relations and in other Marketing or Business Cluster course standards covering occupations. |
| **International or Global Marketing Case Studies** | American Marketing Association | http://www.marketingpower.com | Can be used to meet Standard 26 in Advertising and Public Relations and in other Marketing or Business courses. |
| **9 PR Fiascos that were Handled Brilliantly by Management** | Kim Bhasin / Business Insider | http://www.businessinsider.com/pr-disasters-crisis-management-2011-5?op=1 | Can be used to meet Standards 21 and 22 in Advertising and Public Relations |

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| **Journals of Travel Research - Market Segmentation by Motivation: The Case of Switzerland And others** | Sage Publications | http://jtr.sagepub.com/ | Can be used to meet Standard 26 in Advertising and Public Relations and other Marketing course standards. |
| **O*Net** | US Department of Labor, Employment and Training Administration | www.onetonline.org/ | Can be used to meet Standard 2 in Advertising and Public Relations and other Marketing course standards. |
| **Advertising and Promotion: An Integrated Marketing Communications Perspective** | McGraw-Hill, 9th Edition, 2012. | http://highered.mcgraw-hill.com/sites/0073404861/information_center_view0/table_of_contents.html | Large sections of the text (including case studies) are available online. |
| **AdText** | Advertising Educational Foundation | www.adtextonline.org | An interdisciplinary curriculum for advertising in society, culture and history. Course funded by the AEF. |
| **MBA Research & Curriculum Center** | MBAResearch | www.MBAResearch.org | Research based support for all business and marketing educators. |